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5/20/04

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

OFFICIAL

Applicant(s): Armstrong

Application No.: 09/753335

Filed: 12/29/2000

Title: Method and System for Personalizing an
Interactive Interface

Attorney Docket No.: 13566 120-071

Assistant Commissioner for Patents
Washington, D.C. 20231Group Art Unit:
2697

Conf. No. 8408

Examiner:
ElaheeRECEIVED
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MAY 19 2004

RESPONSE UNDER 37 CFR 1.111

Dear Sir:

Entry of the below amendments and remarks is respectfully requested. The amendments and remarks made in response to the Office Action of November 19, 2003.

REMARKS

Reconsideration and further examination is respectfully requested. Claims 1-21 are currently pending in this application.

Claim Objections

Claims 1,10 and 14 were rejected to for various informalities. Applicant has amended the claims to overcome these formalities by replacing the word 'system' with 'service'. The Examiner is thanked for pointing out this informality.